

Kaiser Building

TR E MAR 11 1958

Contract Awarded

Award of major contracts for the \$45,000,000 Kaiser Center—28-story world headquarters for the Henry J. Kaiser industrial empire — was announced today by A. B. Ordway, vice president and general manager of the building firm.

Slated to rise on the 7-acre site overlooking Lake Merritt in downtown Oakland, the structure will be built by the Los Angeles construction firm of Robert E. McKee, Inc.

It is scheduled for completion late in 1959.

Two contracts—one for the towering office building, largest west of the Rocky Mountains, and the other for a five-level garage and commercial building—were awarded to the McKee firm.

STEEL CONTRACT SET

Ordway said this clears the way for an immediate start on the building. Subsurface work, including excavation and foundations, conducted by MacDonald, Young & Nelson, Inc., has been under way since late last year and will be completed next month.

Other contracts have been awarded to the following:

1—Bethlehem Pacific Coast Steel Corporation, fabrication

and one-half acres, or glass will be employed throughout

and erection of structural steel.

2—Westinghouse Electric Corporation, elevators and escalators.

3—Foothill Electric Corporation, Oakland, electrical work.

4—Kawneer Company, Berkeley, aluminum and glass window wall.

FLOATED ON SLAB

Kaiser Center will rise to 390 feet above street level, occupying the former College of Holy Names site on the western shore of Lake Merritt, bounded by Harrison, Webster, 20th and 21st Streets.

It will be "floated" on a five-foot thick concrete slab foundation, 62 feet wide and 420 feet in length, and will have three basements.

The huge gold and gray structure will have 976,000 square feet of space, exceeding anything now existing in the West. With it will be the park-

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the serving area.

Walls of the dining room will be of pre-cast polished dolomite stone panels, while one end will be decorated with a low 50-foot-long planter complemented by individual plants bracketed to the wall.

Featuring colors of blue, yellow and white, the main dining room will have an unusual

GM Cuts Proposed Layoffs Here to 70

The proposed layoff of several hundred employees at two Oakland General Motors plants March 17 has been reduced to 70.

Reuther and other members of the eighth-man AFL-CIO executive committee will visit the White House to tell the President of labor recommendations. Meany said he, Walter Reuther and other members of the eighth-man AFL-CIO executive committee will visit the White House to tell the President of labor recommendations. Meany said he, Walter Reuther and other members of the eighth-man AFL-CIO executive committee will visit the White House to tell the President of labor recommendations.

warded For Giant Kaiser Center

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ing building and shopping center, with 674,000 square feet, for a total of 1,650,000 square feet of space.

Shops will extend along the 20th St. and Webster St. sides of the commercial and parking building which will be topped by a four-acre roof garden accenting a reflecting pool.

Kaiser Center will provide executive and general staff offices for Kaiser Industries Corporation and its more than 50 affiliated companies. More than 3,000 Kaiser employees will be housed in the office building which will have a population capacity of 4,500.

CURVED STRUCTURE

Contemporary in design, the office building will follow a curved arc following the Harrison St. shore line of Lake Merritt.

It will be sheathed front and back in anodized gold and gray aluminum and glass. End panels will consist of massive five feet by 13 feet sections of precast white dolomite aggregate stone. Special window glass will be used, eliminating heat and glare. Approximately 150,000 square feet, or three and one-half acres, of glass will be employed throughout the building.

All roof decks of the office building—as well as those of the entire Center—will be landscaped as will perimeter streets adjacent to shop-fronts.

The interior of the office structure will include 20,000 square feet of space for shops and stores on the first floor, an auditorium, cafeteria, electronic computer section, and a medical clinic for employees.

Main entrance to the building will be from the Lake Merritt side. A two-story open well will connect ground floor and second floor lobbies, with an escalator threading through the well to the upper lobby.

Both lobby areas will be given special decorative treatment, incorporated with interior planting. A mosaic mural is planned for the wall near the main entrance.

Lobby walls will feature precast polished panels fashioned from Kaiser materials such as anodized aluminum, dolomite, bauxite and iron ore.

Seventeen high-speed automatic elevators will carry traffic from the lobby to three zones in the office building. Six elevators will service the 1st to 11th floors; five will provide

vide express service to the 11th and local service from the 11th to 19th floors; and six will be express to the 19th and local from the 19th to the 28th floors. Two freight elevators will serve the main building and additional elevators will be located in the five level garage and shop structure.

The main auditorium on the second floor will seat 400 persons. It will contain specially designed king-size seats, a movie projection booth, light coves in a recessing pattern of vertical troughs along the sides, and a large glass-enclosed foyer fronting on Lake Merritt.

BIG DINING AREA

A spacious cafeteria-dining room, overlooking the Lake on the second floor, will accommodate 800 persons, and may be converted into a 1,200-seat banquet room by closing off the serving area.

Walls of the dining room will be of pre-cast polished dolomite stone panels, while one end will be decorated with a low 50-foot-long planter complemented by individual plants bracketed to the wall.

Featuring colors of blue, yellow and white, the main dining room will have an unusual ceiling with certain areas lowered to form interesting geometric designs.

Private dining rooms, the medical clinic, and general office areas complete the second floor facilities.

Additional offices and the electronic data processing section will be on the third floor, while executive and general offices will occupy the rest of the building through the 27th floor.

On the 28th floor will be an executive dining room seating 175 persons, a complete kitchen, and two private dining rooms. The executive dining room will command a panoramic view of the San Francisco Bay Area, the Berkeley-Oakland hills, and Lake Merritt.

RADIANT HEATING

A gentle, single-season climate will be maintained throughout the building by means of radiant ceiling air-conditioning. Consisting of perforated squares of aluminum, behind which is assembled a system of pipes carrying hot or cold water, the ceiling in each office of the building will radiate an evenly-controlled temperature throughout the

day to all points of the room. Interior air will be circulated through special ducts, also located in the ceiling.

Another unique feature of the Kaiser Center office building will be a push-button control mailing system that will deliver mail to any floor of the building by the simple pressure of a finger. A pneumatic tube system will be used for the transmittal of wire messages.

The five-level garage structure will provide parking for 1,200 cars and will be used by employees, visitors and shoppers.

The 20th Street and Webster Street sides of Kaiser Center will be occupied by quality shops and stores and other typical downtown facilities which round out the modern "one-stop" shopping center concept.

Continuous strip fluorescent lighting will be used throughout the building. Fixtures will be recessed and flush with the ceilings.

White House to Occupy Annex Of Kaiser Center; Extra Floor Will Be Added to Building

TR 5C MAY 31 1959

The White House, historic San Francisco department store, will open a new White House in Oakland. It will be located in the Kaiser Center.

A third floor will be added to the two-story center building under construction on 20th St. adjacent to the towering, 28-story office building. The White House will occupy the entire building fronting on 20th St. between Webster St. and Lakeshore Drive.

Completion is scheduled for early next spring.

The Oakland development is the first step in a projected expansion program for the White House, a firm that has gained a national reputation although its entire 105-year history has been based upon a single store in San Francisco.

Reginald H. Biggs, White House president, said the Oakland White House will be complete and comparable in every way to the existing San Francisco.

Biggs said the White House management considers it significant that downtown Oakland, rather than a Bay Area suburb, was chosen as the site of the first expansion.

"Our choice of downtown metropolitan Oakland as the location for our second White House certainly should be ample demonstration of our confidence in the future of the metropolitan downtown.

MORE CONVENIENT

"We do not regard this as a branch store. It is a White House in itself, making White House style, service and quality more conveniently available to a large number of our natural customers," he said.

The White House will occupy the largest portion of the four-acre shopping area within Kaiser Center. Addition of the third floor will increase the \$45,000,000 investment in the center another \$1,000,000. The department store will open with a \$2,000,000 plus inventory, Biggs said.

The store is expected to do a business of from \$5,000,000 to \$10,000,000 annually.

Although terms of the 30-year lease between the White House and Kaiser Center were not disclosed, Oakland real estate broker Sol Gilberg who negotiated it said the lease is the largest in the city's history.

The White House will occupy about 126,000 square feet, with display windows on Webster as well as 20th. The remaining store building fronting on Webster St. and space in the first and second floor lobbies of the office building will provide an additional 50,000 square feet for small shops and business establishments, A. B. Ordway, vice president and general manager for

and business establishments,
A. B. Ordway, vice president
and general manager for
Kaiser Center, Inc., said.

ENCLOSED BRIDGE

Integrated with the commercial area is a 1,200-car, five-level garage under a 3½-acre landscaped roof garden with a reflecting pool. There will be direct access to the store from 20th, Webster, each level of the garage and the roof garden.

An enclosed pedestrian bridge will connect the shopping center-garage area with the office building, largest west of Chicago, which is scheduled for completion in December.

"It will be a modern, deluxe store," Biggs said, "offering a

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wide assortment of carefully pre-selected goods gathered from the entire world."

The store will be air conditioned throughout, equipped with escalators and self-service elevators and have the latest types of lighting and a distinctive decor.

Offices and storage areas will be in the basement.

Biggs and John Hamilton, executive vice president, both pointed out that Oakland has demonstrated ample evidence of the city's growth potentialities.

"Oakland adopted a master plan last year that looks 25 years into the future. We are advocates of long-range planning; we chose a city that seems to feel the same way about it that we do," Hamilton said.

He also cited plans for modernization of the central business district, the passage of bond issues for fire department and street lighting improvements and the recent announcement that a new Sheraton Hotel will be built here as added evidence of a bright future for the city.

Third Floor Due For Kaiser Annex

White House Officers Take Tour Of Site for Firm's Expansion

TR 8 JUL 14 1959

Construction of a third floor on the Kaiser Center building, which will be the home of the White House department store, is scheduled to start at the end of the month.

One floor will be added to the two-story center buildings now being completed on 20th and Webster Streets, adjacent to the 28-story Kaiser office skyscraper.

White House officials visited the center yesterday to inspect the location for the first expansion move in the historic San Francisco firm's 105-year history. They also rode to the top of the office building for a view of Oakland.

STARTS JULY 27

A. B. Ordway, vice president and general manager of Kaiser Center, Inc., said that barring an interruption of structural

steel supplies, work on the additional floor will begin July 27. A threatened nationwide steel strike might delay the project, he said, because fabrication of steel needed is not quite complete.

BOARD TOURED

All members of the board of directors of Raphael Weill & Co., which does business as the White House, toured the center. It was the first visit for three of the directors, whose homes are in the East.

On the tour were: Michel D. Weill, chairman of the board; Reginald H. Biggs, president; John Hamilton, executive vice president; James R. Riley, New York; George Newlin Jr., Columbus, Ind.; Wallace Flower, Chicago; William S. Boyd Jr., Edward Keil and Jerd Sullivan, all of San Francisco.